

Rural proofing for health

*Pre-conference Forum at the 13th OECD Rural Development Conference:
Building Sustainable, Resilient and Thriving Rural Places
Ballyconnell, Co. Cavan, Ireland*

28 September 2022, 10h45 – 12h45 GMT+1

Online https://meetoe.cd1.zoom.us/webinar/register/WN_FkL8z-VGSeSU2P_WsAcgfw

In-person – [Cranaghan](#), Slieve Russell Hotel

Greetings and introduction:

- **WHO:** Theadora Swift Koller, Senior Technical Advisor, Health Equity, WHO/HQ
- **OECD:** Betty-Ann Bryce, Senior Policy Analyst, Regional and Rural Policy Unit, Centre for Entrepreneurship, SMEs, Regions & Cities

Roundtable:

Moderated by Tatjana Buzeti, Deputy Minister of Agriculture, **Slovenia**

- **European Commission:** Katarzyna Ptak-Bufkens, Policy Officer, DG-SANTE, and Alexia Rouby, Policy Coordinator, Long-term Vision for Rural Areas, DG-AGRI
- **New Zealand:** Barbara Kuriger, Member of the New Zealand Parliament and the Agriculture Spokesperson for National Party
- **Australia:** Adjunct Professor Ruth Stewart, National Rural Health Commissioner
- **Ireland:** Liam Glynn, Professor of General Practice at the University of Limerick School of Medicine and Breda Crehan-Roche, Chief Officer, Community Healthcare West
- **United Kingdom:** Cathy Lavery, Head of Equality, Diversity and Inclusion, Southern Health and Social Care Trust, and Aidan Campbell, Policy and Public Affairs Officer, Rural Community Network, Northern Ireland
- **Italy:** Sabrina Lucatelli, Senior Policy Expert, Department for Cohesion Policy, Italian Presidency of the Council
- **United States:** Tom Morris, Associate Administrator for Rural Health Policy, Health Resources and Services Administration, U.S. Department of Health and Human Services

Discussion and statements from the floor:

Facilitated by **Rural WONCA:** Bruce Chater, Chair, Working party on Rural Practice of the World Organisation of Family Doctors

Close and next steps:

- **OECD:** Dorothée Allain-Dupré, Head of Regional Development and Multi-level Governance, Centre for Entrepreneurship, SMEs, Regions and Cities
- **WHO:** Erin Kenney, Lead *a.i.*, Gender, equity and human rights, WHO/HQ

About the session

The COVID-19 pandemic has underlined the importance of delivering effective health services in rural communities. Rural proofing involves the systematic application of a rural lens to health policies, strategies, plans and programmes to ensure rural needs, contexts, and opportunities are considered. This session will engage national authorities and partners to hear about rural proofing for health. It will address the entry points, challenges and partnerships to effectively support rural proofing for health.

Roundtable themes:

- New approaches to rural proofing EU legislation across policy fields following EU's rural vision; and access to health care in EU's rural areas;
- Why good definitions and data on "rural" matter for rural proofing for health;
- Ensuring community voice and tackling inequities within rural areas (including for Indigenous health);
- Rural proofing in the context of health systems redesign – Geographic equity and a population-based approach to service planning;
- The role of legislation and guidelines in sustaining a focus on rural in health policies, strategies, plans and programming;
- How rural proofing can enhance the economic contribution of the health sector to rural development;
- Ensuring that funding allocations in the health sector account for rural areas.